

# LinkUp NewsLink

Spring 2002

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

## IN THE NEWS

Here's a brief look at media coverage received by LinkUp partners lately.

### Easy on the environment

The October issue of *Seattle Homes & Lifestyles* featured the newest product from Allied Floors — Spectacular Floors. This flooring uses recycled glass chips imbedded in a cement base to create a colorful, inexpensive alternative to more costly terrazzo. Spectacular was featured in the magazine's "Noteworthy" column, which showcases new products and shops.

### Ecology, Japanese-style

A colorful child's chair made from 100 percent recycled post-consumer plastic by LinkUp partner MetaMorf Inc. made the cover of the November issue of *Ecology*, a magazine published in Japan. The feature focused on the stylish and functional products — chairs, benches and tables — that MetaMorf creates from plastic that is recycled from curbside waste.

### Editorially speaking

Lose weight. Pay off credit card debt. Join LinkUp? This unusual New Year's resolution was suggested by the *Federal Way Mirror* in an end-of-year editorial. The paper encouraged local businesses to concentrate more on environmentally friendly practices, suggesting that "one good way to do this is joining the King County LinkUp program." Following a list of LinkUp partners, the editorial noted the absence of any Federal Way businesses, adding "We'd like to see that change."

### 2001 media results

Last year, the LinkUp team generated the equivalent of \$45,000 in media coverage for participating businesses.

## American Plastic Manufacturing: ReBag wraps up area groceries

Paper or plastic? The question heard thousands of times daily at area grocery stores throughout Puget Sound may soon include a third choice targeted at shoppers seeking an environmentally friendly alternative — ReBag.

ReBag, an innovative product introduced last year, is made from 30 percent post-consumer recycled plastic. The plastic bag was developed by American Plastic Manufacturing, Inc. (APM), a LinkUp partner.

### 1.5 million milk jugs

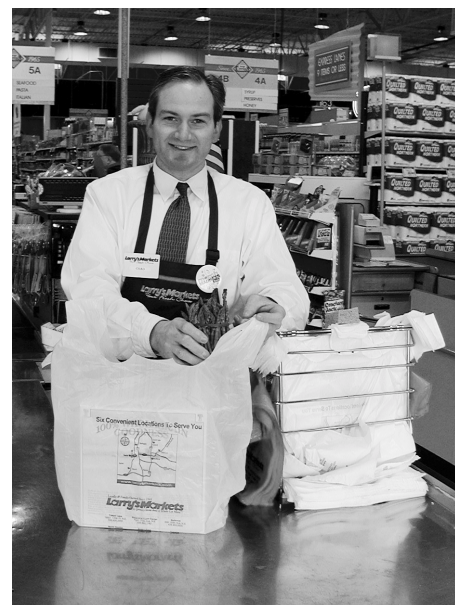
Last year, American Plastic Manufacturing recycled more than 300,000 pounds of plastic to make bags for area retail and grocery stores. That is the equivalent of about 1.5 million plastic milk jugs, collected primarily through curbside recycling programs in Washington, Oregon and British Columbia.

Although many manufacturers make recycled plastic bags, few use post-consumer plastic. And none, other than APM, is a local company using locally collected plastics. APM received initial funding from the Clean Washington Center, a former state-funded technical assistance center dedicated to developing markets for recyclable materials.

After the recycled milk jugs are collected, they are made into beads of recycled resin at a reprocessing plant and shipped to APM, in south Seattle. Here they are heated and extruded into a large hollow plastic "tube" which is printed to customer specifications and converted into grocery or retail bags.

### A longtime customer

Larry's Markets, a Seattle-based and family-owned grocery store chain, is a longtime APM customer. According to Larry's executives, recycled bags are preferred because they are stronger and carry more weight. "In addition," says Mark McKinney, Larry's



Tina Roberts

*At Larry's Markets, Chad Thomas and other checkers like ReBag for its strength, durability — and recycled content.*

president and CEO, "using a recycled-content bag sends a positive environmental message that is appreciated and supported by our customers and employees alike."

APM joined LinkUp last summer when the company was poised to launch this new product. The LinkUp team developed the product name and logo and helped raise its visibility among distributors and retailers.

In the past several months, APM has entered into discussions with several potential customers, including Goodwill of Seattle and PCC (Puget Consumers Co-op).

Since APM's products are primarily available through local packaging distributors, part of the company's challenge is educating its audience. "Information sheets about ReBag's environmental benefits developed by the LinkUp team have been helpful," says Kurt Nicholson, APM sales manager. "Our distributors are using these materials, and several distributors are now featuring ReBag in the front pages of their product catalogs."

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For information about LinkUp, contact Erv Sandlin at (206) 296-0233 or [erv.sandlin@metrokc.gov](mailto:erv.sandlin@metrokc.gov), or go to <http://dnr.metrokc.gov/market/linkup>.



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COUNTY**

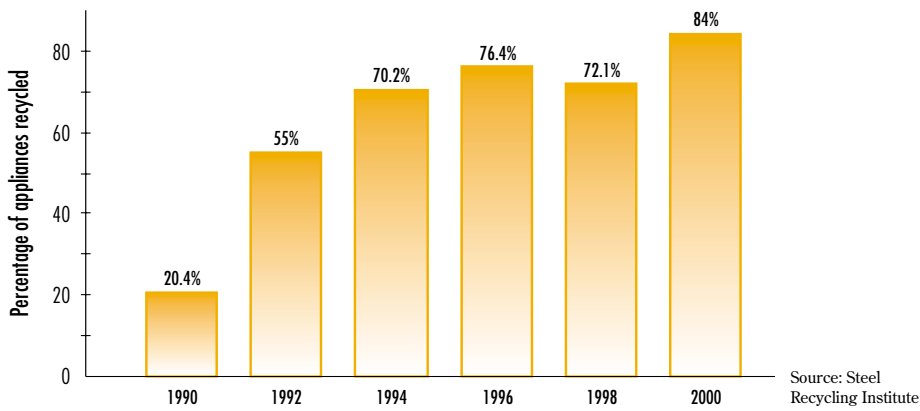
## LinkUp seeks new partners for 2002

LinkUp provides eligible Puget Sound businesses with technical assistance and marketing support. To be considered for program participation in 2002, download an application form at <http://dnr.metrokc.gov/market/linkup> or call Erv Sandlin at (206) 296-0233.

FAST FACTS

Recycling steel appliances

Sixty-five percent of a typical refrigerator or dishwasher is made of steel, which is recyclable. In 2000, 84 percent of home appliances were recycled, a rate helped by the fact that 18 states have laws banning the land-filling of steel appliances. Recycling steel saves energy and natural resources, such as iron ore, coal and limestone.



SPOTLIGHT ON KING COUNTY

Concrete recycler is newest LinkUp partner

Concrete, asphalt, ceramic, bricks — Renton Concrete Recyclers crush it all. In fact, Renton Concrete Recyclers, the latest LinkUp partner, crushes about 1,500 tons of this material each day. The recycled aggregate is sold for roadbed material as well as fill for sidewalks, driveways and paths.

Not too long ago, concrete and asphalt demolition waste from construction sites was often dumped into area waterways. But recycling operations like Renton Concrete, founded in 1988, offer an environmentally friendly means of recycling rubble and also provide a way for contractors and government agencies to purchase crushed aggregate made with recycled materials.

According to materials experts, recycled aggregate fulfills job requirements as well as virgin materials, saves money and reduces the amount of material extracted from local gravel pits.

Road-building workshop

More than 90 engineers, project managers, contractors and others participated in a half-

day workshop exploring the latest in road-building practices using recycled materials. The March 21 workshop, sponsored by LinkUp and King County’s Environmental Purchasing program, included several experts from New Hampshire, Texas and Washington state. A behind-the-scenes tour of Renton Concrete Recyclers was also offered.

Bus shelter glass gets a sparkling new life

The King County demonstration garden at the 2001 Northwest Flower and Garden Show created quite a stir — and not just for its floral display. The county’s site included an arbor topped by a large sheet of cracked safety glass removed from a bus shelter.

Soon, area residents were clamoring for the free glass. Last year, some 17 tons of cracked bus shelter glass were given away, recycled into coffee tables, office dividers, counter tops, patio covers and garden art. Although the cracked glass has been available free since 1995, its popularity has soared in recent months. To be added to the list of those waiting to receive the free glass, contact [talon.swanson@metrokc.gov](mailto:talon.swanson@metrokc.gov).

CHECK IT OUT!

SOLID WASTE RESOURCES

The U.S. EPA has a CD ROM of solid waste-related resources available at no charge. The CD contains articles and other resources organized into 18 topic areas. For a copy, call (703) 603-9230 or send an e-mail to [rcra-docket@epa.gov](mailto:rcra-docket@epa.gov) and ask for publication EPA 530-C-99-002.

GREEN BUILDING CONFERENCE

The first Green Building International Conference & Expo will be held Nov. 13–15 in Austin, Tex. The event, sponsored by the U.S. Green Building Council, will offer innovative educational programming and a trade expo, bringing together leaders in the green-building industry. For details, go to [www.usgrb.org](http://www.usgrb.org).

SEARCHING FOR HELP

The Mentor Center allows businesses to search for and access business mentoring and technical assistance programs by industry group, geographical location, company size and areas of interest. Besides the searchable database, the Center site includes case studies and a mentoring handbook. Visit [www.greenbiz.com](http://www.greenbiz.com).

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